



Senior Revenue Operations Specialist - Biotech

Business Development · Providence, Rhode Island (Hybrid)

EpiVax is hiring a motivated Revenue Operations Specialist to play a vital role in our expanding business development team by accelerating consistent and scalable growth along the revenue cycle. Reporting directly to the Associate Director of Business Development, you will be responsible for managing and optimizing revenue-related processes and systems working with the CEO, COO, CFO, and sales and marketing colleagues under the Business Development team umbrella. This may include tasks such as analyzing data to identify opportunities for improvement, implementing new processes, and working with other teams to ensure that revenue goals are met.

Responsibilities:

- **Revenue Optimization:** Collaborate with cross-functional teams to optimize lead generation, improve conversion rates throughout the marketing and sales funnel, and define & track metrics in support of revenue retention & growth.
- **Revenue Strategy and Planning:** Collaborate with leadership to develop revenue strategies, sales forecasting, and financial planning. Provide insights and recommendations to enhance revenue performance and achieve growth targets.
- **Data Management and Analysis:** Develop and maintain a robust data infrastructure to capture and analyze marketing performance metrics, campaign results, and customer insights. Analyze trends, identify patterns, and provide actionable insights to guide decision-making to support revenue generation.
- **Sales and Marketing Alignment:** Work with sales, marketing, and customer experience teams to ensure proper lead management, lead-to-customer conversion, customer retention, and overall sales enablement. Implement processes for smooth lead handoff and sales feedback loop.
- **Sales Operations Management:** Oversee sales operations activities, including sales process optimization, sales tool adoption and consistency & quality of sales reporting metrics. Identify areas for improvement and implement best practices.

- **Technology Implementation and Management:** Manage and optimize sales, marketing, and revenue-related tools and systems, such as CRM, sales automation, marketing automation, revenue forecasting, and analytics platforms. Ensure data integrity and system integration.
- **Marketing Strategy:** Contribute to the development and execution of marketing strategies aligned with the company's overall growth objectives. Help define target audiences, positioning, messaging, and go-to-market plans.
- **Budget Management:** Assist in developing marketing budgets, tracking expenses, and ensuring efficient allocation of resources to maximize ROI.
- **Process Improvement:** Identify opportunities for process improvement within marketing and revenue operations, lead nurturing, and revenue-generating activities. Identify and eliminate inefficiencies and bottlenecks. Implement best practices and streamline workflows to enhance efficiency and effectiveness.
- **Lead Generation and Nurturing:** Optimize lead generation efforts, implement lead scoring models, develop lead nurturing programs, and support the sales team in converting leads into customers.
- **Performance Metrics and Reporting:** Develop and maintain regular reports and dashboards on key performance metrics, trends, and opportunities related to revenue generation. Present findings to the leadership team to drive data-informed decision-making.

Qualifications:

- Bachelor's degree in Business Administration, Marketing, or a related field.
- Salesforce Administrator certification required. Certifications in data analytics tools preferred.
- Strong proficiency in data analysis, data-driven decision-making, and experience using data analytics tools (e.g., Excel, Salesforce, Tableau, Power BI).
- Solid understanding of revenue management principles, sales processes, and forecasting.
- Strong proficiency in marketing automation and CRM platforms and CRM systems (e.g., Salesforce). Familiarity with data analytics tools (e.g., Google Analytics)
- Demonstrated ability to think strategically, identify growth opportunities, and translate insights into actionable marketing plans.

- Demonstrated ability to analyze and interpret sales marketing data, draw insights, and make data-driven recommendations to improve performance.
- Excellent project management skills with the ability to manage multiple campaigns and initiatives simultaneously.
- Excellent communication and interpersonal skills, with the ability to convey complex concepts effectively to technical and non-technical stakeholders.
- Thrives in a fast-paced environment, adaptable to changing priorities, and comfortable taking initiative.
- Familiarity with the biotech industry, understanding regulatory considerations, and knowledge of the target audience and market dynamics is advantageous.